

3 August 2021

## ASX ANNOUNCEMENT

### EN1 Welcomes 8 New Customer Integrations

#### Highlights:

- ◀ EN1 signed 4 new RTB (real-time bidding) buyer integrations with InMobi, Bidswitch, IQ Zone & Navio
- ◀ EN1 also signed 4 new publisher integrations with Tumblr, Clipmeup, Leaf Group & Kwalee

engage:BDR (“EN1 or Company”) (ASX:EN1) is pleased to present shareholders with information about new customers signed to EN1’s programmatic platform. New customers include 4 programmatic ad buyers and 4 app and CTV (suppliers) publishers. Buyers are to purchase EN1’s advertising inventory, while EN1 is to provide publishers with monetisation solutions and technologies. As revenue depends on take-up, no estimate as to the quantum can be provided at this point, but further details will be provided in the Company’s next quarterly reports.

#### About **InMOBI**

EN1 and InMobi executed the original customer contract in 2019; this new contract upgrades InMobi’s existing ‘API’ buyer integration to the ‘openRTB’ spec, which is expected to product significantly more revenue for both companies.

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognised on both the 2018 and 2019 CNBC Disruptor 50 lists and as one of Fast Company’s 2018 World’s Most Innovative Companies.

InMobi uses algorithms to deliver targeted advertising to users’ phones, and operates in markets including China, the U.S., South Korea, Australia and India. The company also helps advertisers create ads and monetise site traffic, providing real-time reports on campaign performance.

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InMobi is India's first private company to reach unicorn status with venture funding, and is reportedly now valued at in excess of US\$10 billion.

## About **BID SWITCH**

Engineered by IPONWEB, BidSwitch helps programmatic ad-tech platforms overcome increasing marketplace complexity by providing an efficient and transparent way to access and manage supply and demand through a one-to-many, single point of integration. Unlike an exchange, BidSwitch operates as a neutral, infrastructure network, intelligently routing and filtering the bidstream among connected trading partners to ensure optimised, non-fraudulent access for buyers and sellers.

Today, BidSwitch enables more than 350 supply and demand technology partners globally to connect and trade media across the display, mobile, video TV, native and DOOH ecosystems, all via a single standardised integration. Established in 2013, BidSwitch operates as a wholly owned subsidiary of IPONWEB - the global leader in programmatic advertising technology and infrastructure.

## About **IQzone**

IQzone is an in-app monetisation platform helping large scale apps drive significant incremental ad revenue across all major ad types. They aggregate 50+ premium demand partners to ensure high quality CPMs and fill rates with a truly global footprint.

## About **NAVIO**

Navio provides a pathway for content providers and advertisers to reach CTV's highly engaged audiences through the creation of its 24/7 linear channels and video on demand offerings.

Leveraging premium content, technology and programming expertise, in-depth market and customer intelligence, and the digital footprints of its partners, Navio creates highly marketable video offerings that audiences enjoy.

Navio currently operates (4) streaming CTV channels live across multiple FAST distribution apps/platforms – Wired2fish TV, MilitaryTimes, Quietude 4k and Horror Machine.

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Navio provides audience extension for media companies and their ad campaigns beyond Navio's owned and operated channels, through a direct partner network that delivers 200+ million ad impressions monthly.

### **About CTV / OTT**

OTT is a term established in the US around 2017, and until recently, not common in AU and the rest of the world. OTT is derived from supplying consumers with TV content over and above the legacy broadcast: analogue and cable. It's the supply of content over an IP stream (Internet). In AU, that means digital screen and specifically app viewing environments on the largest screen in the home – the television.

CTV is simply a screen for consuming IP delivered content (via the Internet) consumed through an app. This refers to both SVOD (subscription video on demand) and ad supported content (CTV ads), commonly available through the app stores on most smart TV's and devices such as Roku, AppleTV, Amazon Fire, Xbox, PlayStation, etc.

### **About engage:BDR Limited**

engage:BDR Limited's proprietary technology is used to automate and optimise the sale of advertising inventory from digital publishers, specifically focused in the CTV / OTT arena. The Company's proprietary technology (developed in-house) allows digital publishers to monetise available advertising space by making the inventory available to thousands of advertisers at the same time, through real-time bidding auctions.

We encourage our Shareholders to register their details using the QR Code below to ensure they're kept up to date with the latest news and to be notified of any upcoming Shareholder presentations or events.



For further investor enquires please contact Viriathus Capital on 1300 509 924 or [investors@engageBDR.com](mailto:investors@engageBDR.com).



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman

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**Forward Looking Statements**

Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded. Statements made in this release which are forward-looking statements and are based on the Company's expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. These words are not the exclusive means of identifying such statements. Any forward-looking statement made by the Company in this announcement is based only on information currently available to the Company and its current intentions (which may change) and speaks only as of the date on which it is made. Forward-looking statements are subject to a range of risks and uncertainties, some of which are beyond the Company's control. Risks and uncertainties can include matters inherent in the business of the Company, its management, its activities generally, and the market in which it operates. As a result, actual results could materially differ from those in the forward-looking statements. The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. The Company does not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring, or as a result of new information, future developments or otherwise after the date of this release except as required by the listing rules of ASX, by law or by appropriate regulatory authorities.

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